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end of cross supports 100 using insulative blocks 102 and screws 104. Preferably, cross supports 100 are made of aluminum and insulator blocks 102 are made of a machinable plastic such as Nylon or Delrin. Light fixture 106, including lighting element 108, reflector 110, and bezel 112 is then attached to cross supports 100. Electrical leads 116 provided at either end of light fixture 106 are connected to corresponding brackets 23 through screw holes 85 such that leads 116 are electrically coupled to a portion of the nickel plating (see FIGS. 3A - 3C) exposed through powder coating 90 at area 87. Heat reflector 114 provides thermal insulation to prevent damage to a shelf resting on the cantilever portions of brackets 23.

In the Claims:

Please cancel claims 1, 16, and 24 without prejudice, and add new claims 30-99 as follows:

30. (Newly added) A modular lighting system comprising:
- 14 a horizontal member;
 - 12 a first vertical member comprising:
 - 39 a first outer member having a plurality of openings in a face thereof; and
 - 44 a first conductive member disposed behind the first outer member such that a portion of the first conductive member is disposed near the plurality of openings, the first conductive member being adapted to be coupled to a source of electrical power; and
 - 23 a first support assembly comprising:

82
a shank portion for engaging one of the plurality of openings and making electrical contact with the first conductive member;

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a cantilever portion for making electrical contact with the shank portion and with the horizontal member; and

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a nonconductive portion for providing support to the horizontal member.

31. (Newly added) The modular lighting system of claim 30, further comprising:

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a second vertical member, comprising:

a second outer member having a plurality of openings in a face thereof; and

a second conductive member disposed behind the second outer member such that a portion of the second conductive member is disposed near the plurality of openings, the second conductive member being adapted to be coupled to the source of electrical power,

wherein the first and second vertical members are juxtaposed in a spaced apart, substantially parallel relation.

32. (Newly added) The modular lighting system of claim 31, further comprising a power source coupled to the first and second conductive members such that they are of opposite polarity.

33. (Newly added) The modular lighting system of claim 32, wherein the power source is a low voltage power source.

34. (Newly added) The modular lighting system of claim 30, wherein the horizontal member is disposed between the first and second vertical members and wherein the horizontal member comprises:

first and second ends adapted to couple to the first and second conductive members; and

at least one electrical fixture coupled between the first and second ends, such that the at least one electrical fixture is electrically coupled to the first and second conductive members.

35. (Newly added) The modular lighting system of claim 31, further comprising a panel coupled between the first and second vertical members.

36. (Newly added) The modular lighting system of claim 35, wherein the panel includes at least one electrical fixture, the panel being electrically coupled to the first and second conductive members such that the electrical fixture receives power therefrom.

37. (Newly added) The modular lighting system of claim 35, wherein the panel has a translucent surface and the at least one electrical fixture is a light disposed behind the translucent surface.

38. (Newly added) The modular lighting system of claim 34 or 36, wherein the at least one electrical fixture comprises a socket.

39. (Newly added) The modular lighting system of claim 38, further comprising an electrical device including a plug for mating with the socket such that the electrical device receives electrical power via the socket.

40. (Newly added) The modular lighting system of claim 39, wherein the electrical device comprises a light.

41. (Newly added) The modular lighting system of claim 30, wherein the nonconductive portion is integrated with the cantilever portion.

42. (Newly added) The modular lighting system of claim 31, further comprising a second support assembly, the second support assembly comprising:

a shank portion for engaging one of the plurality of openings and making electrical contact with the second conductive member;

a cantilever portion for making electrical contact with the shank portion and with the horizontal member; and

a nonconductive portion for providing support to the horizontal member.

43. (Newly added) The modular lighting system of claim 42, further comprising a modular furniture piece coupled between the first and second support assemblies.

44. (Newly added) The modular lighting system of claim 43, wherein the modular furniture piece comprises a shelf, desk, clothes rod, or display case.

45. (Newly added) The modular lighting system of claim 43, wherein the modular furniture piece comprises a light, the light being electrically coupled to the first and second support members.

46. (Newly added) The modular lighting system of claim 45, wherein the light is disposed on the underside of a shelf, or inside a desk.

47. (Newly added) A modular lighting system comprising:

a first vertical member comprising:

a first outer member having a plurality of openings in a face thereof; and

a first and a second conductive members disposed behind the first outer member such that a portion of the first conductive member and a portion of the second conductive member are disposed near the plurality of openings, the first and the second conductive members being adapted to be coupled to a source of electrical power such that they are of opposite polarity;

a shank member for engaging one of the plurality of openings and making electrical contact with the first and the second conductive members; and

a cantilever member for making electrical contact with the shank member.

48. (Newly added) The modular lighting system of claim 47, further comprising:

a second vertical member, comprising:

a second outer member having a plurality of openings in a face thereof; and

a third and a fourth conductive members disposed behind the second outer member such that a portion of the third conductive member and a portion of the fourth conductive member are disposed near the plurality of openings, the third and the fourth conductive members being adapted to be coupled to the source of electrical power such that they are of opposite polarity,

wherein the first and second vertical members are juxtaposed in a spaced apart, substantially parallel relation.

49. (Newly added) The modular lighting system of claim 47, further comprising a power source coupled to the first and second conductive members such that they are of opposite polarity.

50. (Newly added) The modular lighting system of claim 49, wherein the power source is a low voltage power source.

51. (Newly added) The modular lighting system of claim 48, further comprising a horizontal member disposed between the first and second vertical members, wherein the horizontal member comprises:

a first end adapted to couple to the first and second conductive members;

a second end adapted to couple to the third and fourth conductive members; and

at least one electrical fixture coupled between the first and second ends, such that the at least one electrical fixture is electrically coupled to the first and second conductive members.

52. (Newly added) The modular lighting system of claim 48, further comprising a panel coupled between the first and second vertical members.

53. (Newly added) The modular lighting system of claim 52, wherein the panel includes at least one electrical fixture, the panel being electrically coupled to the first and second conductive members such that the electrical fixture receives power therefrom.

54. (Newly added) The modular lighting system of claim 53, wherein the panel has a translucent surface and the

at least one electrical fixture is a light disposed behind the translucent surface.

55. (Newly added) The modular lighting system of claim 51 or 53, wherein the at least one electrical fixture comprises a socket.

56. (Newly added) The modular lighting system of claim 55, further comprising an electrical device including a plug for mating with the socket such that the electrical device receives electrical power via the socket.

57. (Newly added) The modular lighting system of claim 56, wherein the electrical device comprises a light.

58. (Newly added) The modular lighting system of claim 47, wherein the cantilever member supports the horizontal member and wherein the cantilever member comprises a contact portion for making electrical contact with the horizontal member.

59. (Newly added) The modular lighting system of claim 47, wherein the shank member is integrated with the cantilever member.

60. (Newly added) The modular lighting system of claim 51, further comprising a modular furniture piece coupled to the horizontal member.

61. (Newly added) The modular lighting system of claim 60, wherein the modular furniture piece comprises a shelf, desk, clothes rod, or display case.

62. (Newly added) The modular lighting system of claim 60, wherein the modular furniture piece comprises a light, the light being electrically coupled to the first and second support members.

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63. (Newly added) The modular lighting system of claim 62, wherein the light is disposed on the underside of a shelf, or inside a desk.

64. (Newly added) A modular lighting system comprising:

a horizontal member;

a first vertical member comprising:

a first outer member having a plurality of openings in a face thereof; and

a first conductive member disposed behind the first outer member such that a portion of the first conductive member is disposed near the plurality of openings, the first conductive member being adapted to be coupled to a source of electrical power; and

a support pin assembly comprising:

a support pin for engaging one of the plurality of openings and making electrical contact with the first conductive member; and

a peg for making electrical contact with the support pin and supporting the horizontal member.

65. (Newly added) The modular lighting system of claim 64, further comprising:

a second vertical member, comprising:

a second outer member having a plurality of openings in a face thereof; and

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a second conductive member disposed behind the second outer member such that a portion of the second conductive member is disposed near the plurality of openings, the second conductive member being adapted to be coupled to the source of electrical power,

wherein the first and second vertical members are juxtaposed in a spaced apart, substantially parallel relation.

66. (Newly added) The modular lighting system of claim 65, further comprising a power source coupled to the first and second conductive members such that they are of opposite polarity.

67. (Newly added) The modular lighting system of claim 66, wherein the power source is a low voltage power source.

68. (Newly added) The modular lighting system of claim 64, wherein the horizontal member is disposed between the

first and second vertical members and wherein the horizontal member comprises:

first and second ends adapted to couple to the first and second conductive members; and

at least one electrical fixture coupled between the first and second ends, such that the at least one electrical fixture is electrically coupled to the first and second conductive members.

69. (Newly added) The modular lighting system of claim 65, further comprising a panel coupled between the first and second vertical members.

70. (Newly added) The modular lighting system of claim 69, wherein the panel includes at least one electrical fixture, the panel being electrically coupled to the first and second conductive members such that the electrical fixture receives power therefrom.

71. (Newly added) The modular lighting system of claim 70, wherein the panel has a translucent surface and the at least one electrical fixture is a light disposed behind the translucent surface.

72. (Newly added) The modular lighting system of claim 68 or 70, wherein the at least one electrical fixture comprises a socket.

73. (Newly added) The modular lighting system of claim 72, further comprising an electrical device including a plug for mating with the socket such that the electrical device receives electrical power via the socket.

74. (Newly added) The modular lighting system of claim 73, wherein the electrical device comprises a light.

75. (Newly added) The modular lighting system of claim 64, wherein the peg comprises a contact portion for making electrical contact with the horizontal member.

76. (Newly added) The modular lighting system of claim 65, further comprising a second support pin assembly, the second support pin assembly comprising:

a support pin for engaging one of the plurality of openings and making electrical contact with the second conductive member; and

a peg for making electrical contact with the support pin and supporting the horizontal member.

77. (Newly added) The modular lighting system of claim 76, wherein the peg comprises a contact portion for making electrical contact with the horizontal member.

78. (Newly added) The modular lighting system of claim 76, further comprising a furniture piece coupled between the first and second support pin assemblies.

79. (Newly added) The modular lighting system of claim 78, wherein the furniture piece comprises a shelf, desk, clothes rod, or display case.

80. (Newly added) The modular lighting system of claim 78, wherein the furniture piece comprises a light, the light being electrically coupled to the first and second support members.

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81. (Newly added) The modular lighting system of claim 80, wherein the light is disposed on the underside of a shelf, or inside a desk.

82. (Newly added) A modular lighting system comprising:

a horizontal member;

a first vertical member comprising:

a first outer member having a plurality of openings in a face thereof; and

a first and a second conductive members disposed behind the first outer member such that a portion of the first conductive member and a portion of the second conductive member are disposed near the plurality of openings, the first and the second conductive members being adapted to be coupled to a source of electrical power such that they are of opposite polarity; and

a support pin assembly comprising:

a support pin for engaging one of the plurality of openings and making electrical contact with the first and second conductive members; and

a peg for making electrical contact with the support pin and supporting the horizontal member.

83. (Newly added) The modular lighting system of claim 82, further comprising:

a second vertical member, comprising:

a second outer member having a plurality of openings in a face thereof; and

a third and a fourth conductive members disposed behind the second outer member such that a portion of the third conductive member and a portion of the fourth conductive member are disposed near the plurality of openings, the third and fourth conductive members being adapted to be coupled to the source of electrical power such that they are of opposite polarity,

wherein the first and second vertical members are juxtaposed in a spaced apart, substantially parallel relation.

84. (Newly added) The modular lighting system of claim 82, further comprising a power source coupled to the first and second conductive members such that they are of opposite polarity.

85. (Newly added) The modular lighting system of claim 84, wherein the power source is a low voltage power source.

86. (Newly added) The modular lighting system of claim 82, wherein the horizontal member is disposed between the first and second vertical members and wherein the horizontal member comprises:

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a first end adapted to couple to the first and second conductive members;

a second end adapted to couple to the third and fourth conductive members; and

at least one electrical fixture coupled between the first and second ends, such that the at least one electrical fixture is electrically coupled to the first and second conductive members.

87. (Newly added) The modular lighting system of claim 83, further comprising a panel coupled between the first and second vertical members.

88. (Newly added) The modular lighting system of claim 87, wherein the panel includes at least one electrical fixture, the panel being electrically coupled to the first and second conductive members such that the electrical fixture receives power therefrom.

89. (Newly added) The modular lighting system of claim 87, wherein the panel has a translucent surface and the

at least one electrical fixture is a light disposed behind the translucent surface.

90. (Newly added) The modular lighting system of claim 86 or 88, wherein the at least one electrical fixture comprises a socket.

91. (Newly added) The modular lighting system of claim 90, further comprising an electrical device including a plug for mating with the socket such that the electrical device receives electrical power via the socket.

92. (Newly added) The modular lighting system of claim 91, wherein the electrical device comprises a light.

93. (Newly added) The modular lighting system of claim 82, wherein the peg comprises a contact portion for making electrical contact with the horizontal member.

94. (Newly added) The modular lighting system of claim 83, further comprising a second support pin assembly, the second support pin assembly comprising:

a support pin for engaging one of the plurality of openings and making electrical contact with the third and fourth conductive members; and

a peg for making electrical contact with the support pin and supporting the horizontal member.